

Sports Marketing
Summer Semester
ONLINE VERSION

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Welcome to the Sports Marketing Seminar!

Course dynamics:

Dear All, a warm welcome!

Under such stressful times, and though even sporting events have come to a temporary halt, I invite you to join me and find a 'pedagogical refuge' in this sports marketing course!

This is an online class. As such, there will be a combination of 'virtual' sessions and assignments to be completed by the students. The final details shall be provided to the students during our first meeting online. Moreover, the choice of the video conferencing platform shall be confirmed shortly (Zoom, Alfaview, etc.).

In relation with the learning objectives, they shall stay on par with a 'traditional' course and students are expected to commit as they would for an in-class seminar (see sections below). Please note that the 'moodle' learning platform shall be used for slides, readings, video cases and exercises.

Topics and learning objectives:

The goal is to cover the following topics during our seminar:

- The sports industry today and major trends that impact the actors of the sports ecosystem;
- The role and value of 'fan-actors', co-creators of their experience and ambassadors of the sports organization;
- The creation and management of a sports brand;
- The most effective branding strategies, such as co-branding, lifestyle branding, brand extensions, retro-marketing and storytelling;
- The development of a value proposition for fans around pricing strategies;
- The sports arenas, multipurpose stadiums and their socio-economic impact;
- The benefits of sporting events, be they major or minor ones, and how they can lead to a successful place branding strategy for cities, regions and countries;
- The ethical risks and challenges, as well as their impact on the integrity of sports and sports brands altogether;
- The globalization of sports and the internationalization of sports actors;
- Additionally, there will be a synthesis of syntheses to crystallize our learnings (a synthesis table shall be posted on 'moodle' in this regard).

Moreover, the main objectives of this class are the following:

- Introduce students to the major transformations of the sports industry and lead them to develop a critical perspective on the issues sports organizations and actors are facing in

their daily activities, in the context of what is being called 'sportainment';

- Learn to build and manage effective marketing strategies for sports organizations and sports actors;
- Acquire the know-how and build the competencies that shall help students undertake the challenges and seize the opportunities the sports industry has to offer;
- Invite students to reflect on the ethical issues prevalent in the sports industry;
- Transcend the sports industry by identifying how the concepts and strategies learnt in this seminar could apply to other sectors.

Additionally, students will work on developing:

- Oral and written communications skills;
- Interpersonal skills and team work;
- A reflection on their career path and their personal growth.

This approach is in line with the 'knowledge', 'know-how' and 'how to be' philosophy of teaching.

Description of Content:

- The main objective of this seminar is to lay down the foundations of sports marketing, at a time when the sports industry faces huge transformations because of the media, technology, money and globalization;
- The course will look at the different actors of the industry, namely teams, players, leagues, federations, events, managers, sponsors, equipment makers, etc. Comparisons between Europe, North America and the rest of the World will be made throughout the seminar by referring to concrete examples and recent research conducted by the Professor. This class intends to broaden our horizons on sports business and sports marketing, as the two are strongly intertwined;
- This seminar is designed for two types of students: first, those who want to have a deeper look at a fascinating industry and learn specific marketing approaches that could be of value in their career; second, those students who are specifically looking to work (if not already working) in the sports industry and want to acquire (additional) knowledge and develop valuable competencies;
- Throughout this seminar, students will develop analytical and practical skills in sports marketing, as well as sports business. Students will be exposed to both theory and practice. In addition, students will also be asked to reflect on the ethical aspects of sports marketing and sports business.

Assessments:

Students will be marked on:

1. The oral presentation of a sports brand strategy (on the last day of the seminar): 80% (40% individual; 40% collective).
2. An active individual contribution to the seminar (throughout the seminar): 20%

1) The oral presentation of a sports brand strategy (80%)

What does the work involve? In teams of five or six teammates, students will be asked to analyze the strategic construction and management of a sports brand of their choice. This could be a team, an athlete, a league, an event, a venue, a destination, a sponsor, an equipment maker, etc., as long as the selected brand already has an international presence. Students will look at the strategic construction of the brand at both the domestic and international levels.

Students will build their presentation on the knowledge acquired during the seminar, as well as on the research and analysis they will undergo by acquiring secondary data (under normal circumstances, I would ask students to collect primary data but I shall forego this requirement this time around). The project will be real. No two teams could use the same topic.

The structure of the presentation shall follow these sections:

- Introduction, with a brief presentation of the sports brand you have chosen;
- Identity / personality of the sports brand (mainly the values, attributes and symbols of the sports brand);
- Positioning of the sports brand (especially the target markets and the USP);
- Marketing actions initiated in the home country and abroad by the sports brand, among the concepts studied in class (co-branding, brand extensions, storytelling, retro-marketing, etc.);
- Conclusion and recommendations: Summary of the key points of your presentation + What makes the brand you analyzed a strong one? + What future actions should the sports brand undertake in order to strengthen its brand equity?

Students will have 20 minutes, maximum, to make their presentation, excluding the Q&A period. Presentations will take place on the last day of the seminar. All team members must be on the 'virtual stage' and speak during the exposé.

Evaluation criteria. The mark for the oral presentation will be based on the following elements:

- *The content of the presentation:* The clarity of the main ideas and recommendations you bring forward; The research and analysis efforts; The structure of your presentation; The originality of your recommendations (20 points);
- *The format of the presentation:* The oral abilities of the team members, as a group; The capacity to convey a convincing message in a lively and professional way; The quality of the power point presentation; The respect of the time allocated to you (20 points);
- *The individual performance of each team member:* How does the student carry himself or herself on the 'virtual stage'; How does he or she master the concepts and strategies being presented? How well he or she is prepared to enter the stage? How eloquent he or she is during the exposé? How does the cross evaluation reflect the perceived contribution of the student (40 points)?

What to send to the professor? In addition to the oral presentation, students will be asked to send the electronic version of their power point presentation the evening before entering the stage (by 7 pm, at the latest). This version shall include the references used to build the presentation. My contact e-mail address is arichelieu@yahoo.com.

Group dynamics and logistics. Each student grade shall be based on their respective contribution, as reflected by their performance on the 'virtual stage' and the cross-evaluation form attached to this

syllabus. Students' grades can be adjusted accordingly.

2) An active contribution to the seminar (20%)

What am I looking for? Though this is an online course, I want my students to take the most out of this seminar, as well as ownership of their learnings. Truly, a learning experience is a joint responsibility between the Professor and the students. Consequently, students' participation is instrumental in the dynamics of the course and the learning process. This means that students are expected to participate in the following ways:

- Each student must initiate at least one discussion on the forum on 'moodle' AND
- Comment at least three posts inserted by his / her colleagues during the duration of the seminar on 'moodle'.
- Also, submitting the completed exercises (second to last page of each set of slides) shall count towards the 'active contribution to the seminar' grade.

The evaluation shall be based on the thoughtfulness of the posts and how constructive they are in driving the conversation on sports marketing.

Teaching Method:

As stated previously, students will have a major role to play throughout the course. Based on the readings and research done by students, we will articulate the main concepts and establish links with the practical world of sports marketing and sports business. Slides, video cases, exercises and other pedagogical tools will complement the Professor's 'virtual performance'. The objectives of this approach are three-fold:

- Develop critical thinking among students;
- Encourage the participation of a large number of students, even the introverts, in a context where risk is relatively minimal;
- Help students analyze the relevance of theories by way of constructive criticism and real examples.

This approach should help foster the learning process and enable students to develop specific skills related to sports marketing. These skills will hopefully become of use in the real world, as mentioned above.

Bibliography:

- [Desbordes, M. & A. Richelieu \(2019\). International Sport Marketing. Issues and Practice. London, UK: Routledge Publishers.](#)
- <https://www.andrerichelieu-sportsmarketing.com/documents/videos/>

+ Additional references shall be provided before and / or during the course on 'moodle'.

Looking forward to 'meeting' you!
Stay safe and take care!

CROSS EVALUATION FORM FOR THE ORAL PRESENTATION

STUDENT OR TEAM NAME: _____

In the table below, you shall assess the contribution of each and every team member, including yours, by providing a grade between 0 and 100%. Be fair and respectful, please!

This form can be completed individually or collectively.

Name of the team member	Grade of the team member out of 100%
Member 1:	Grade:
Member 2:	Grade:
Member 3:	Grade:
Member 4:	Grade:
Member 5:	Grade:
Member 6:	Grade: